

Rep Order# 6853112 Ver# 1 Status New  
EC'd Yes

Traffic Order# 6853112

Printed: 09/17/2012 9:13 AM  
Last Received: 09/17/2012 9:11 AM  
Showing Buylines: All Lines

1 of 3

Station KTNV-TV LAS VEGAS, NV  
Advertiser ( ) .OBAMA FOR AMERICA  
Product BARACK OBAMA  
Estimate# 1781  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1781  
Flight Dates 09/18/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: OBAMA FOR AMERICA SC=\*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER

CONTRACT TOTAL IS \$30,350

PLS CONFIRM ASAP

THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	7A-9A	GOOD MORNING AMERICA	:30	\$225.00	09/18-09/21	4	1	4	\$900.00	
	2	SA	7A-8A	SATURDAY G.M.A.	:30	\$300.00	09/22-09/22	1	1	1	\$300.00	
	3	SU	7A-8A	SUNDAY G.M.A.	:30	\$300.00	09/30-09/30	1	1	1	\$300.00	
	4	TU-F	9A-10A	THE MORNING BLEND	:30	\$175.00	09/18-09/21	4	1	4	\$700.00	
	5	TU-F	10A-11A	THE VIEW	:30	\$400.00	09/18-09/21	4	1	4	\$1,600.00	
	6	TU-F	11A-12P	MIDDAY NEWS	:30	\$200.00	09/18-09/21	4	1	4	\$800.00	
	7	TU-F	12P-1P	THE CHEW	:30	\$300.00	09/18-09/21	4	1	4	\$1,200.00	
	8	TU-F	3P-330P	MILLIONAIRE	:30	\$200.00	09/18-09/21	4	1	4	\$800.00	
	9	TU-F	4P-5P	JUDGE JUDY	:30	\$250.00	09/18-09/21	4	1	4	\$1,000.00	
	10	TU-F	7P-730P	ACCESS HOLLYWOOD	:30	\$400.00	09/18-09/21	4	1	4	\$1,600.00	
	11	M	8P-10P	DANCING WITH THE STARS	:30	\$3,500.00	10/01-10/01	1	1	1	\$3,500.00	

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Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	12	F	10P-11P	20/20	:30	\$1,500.00	09/21-09/28	1	2	2	\$3,000.00	
	13	SU	8P-9P	ONCE UPON A TIME	:30	\$1,750.00	09/23-09/23	1	1	1	\$1,750.00	
	14	M-F	7A-9A	GOOD MORNING AMERICA	:30	\$225.00	09/24-09/28	5	1	5	\$1,125.00	
	15	M	7A-9A	GOOD MORNING AMERICA	:30	\$225.00	10/01-10/01	1	1	1	\$225.00	
	16	M-F	9A-10A	THE MORNING BLEND	:30	\$175.00	09/24-09/28	5	1	5	\$875.00	
	17	M	9A-10A	THE MORNING BLEND	:30	\$175.00	10/01-10/01	1	1	1	\$175.00	
	18	M-F	10A-11A	THE VIEW	:30	\$400.00	09/24-09/28	5	1	5	\$2,000.00	
	19	M	10A-11A	THE VIEW	:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
	20	M-F	11A-12P	MIDDAY NEWS	:30	\$200.00	09/24-09/28	5	1	5	\$1,000.00	
	21	M	11A-12P	MIDDAY NEWS	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	
	22	M-F	12P-1P	THE CHEW	:30	\$300.00	09/24-09/28	5	1	5	\$1,500.00	
	23	M	12P-1P	THE CHEW	:30	\$300.00	10/01-10/01	1	1	1	\$300.00	
	24	M-F	3P-330P	MILLIONAIRE	:30	\$200.00	09/24-09/28	5	1	5	\$1,000.00	
	25	M	3P-330P	MILLIONAIRE	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	
	26	M-F	4P-5P	JUDGE JUDY	:30	\$250.00	09/24-09/28	5	1	5	\$1,250.00	
	27	M	4P-5P	JUDGE JUDY	:30	\$250.00	10/01-10/01	1	1	1	\$250.00	
	28	M-F	7P-730P	ACCESS HOLLYWOOD	:30	\$400.00	09/24-09/28	5	1	5	\$2,000.00	

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29	M	7P-730P	ACCESS HOLLYWOOD		:30	\$400.00	10/01-10/01	1	1	1	\$400.00	

#### --REPORT TOTALS--

Report Totals: 86 / \$30,350.00

#### --SALES MONTHLY TOTALS--

Sep 12: 77 / \$24,700.00 Oct 12: 9 / \$5,650.00

Sales Totals: 86 / \$30,350.00

Station Totals: 86 / \$30,350.00

Lines not sent/rclld/rtrn: 0 / \$0.00

#### --COMPETITIVE--

Market Totals	\$131,957	KBLR	0%	KLAS	24%	KSNV	12%	KTNV	23%	KTUD	0%
		KVCW	3%	KVMY	11%	KVVU	27%				

#### --COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12, NOV11, MAY12, ENOV12  
Demos RA35+

#### --Agency Comment--

PLEASE NOTE ADDRESS CHANGE EFF 8/12

#### -- CREDIT RISK --

CASH IN ADVANCE